

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended in light of the following discussion is respectfully requested.

Claims 22, 24-32, 34-41 and 43 are pending in this application. Claims 22, 24-32 and 34-41 are amended, support for which is found in the original claims and Fig. 6. No new matter is added.

In the outstanding Office Action, Claims 22-26, 32, 34-36 and 43 were rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Pat. App. Pub. No. 2002/0129368 (Schlack) in view of U.S. Pat. App. Pub. No. 2002/0140728 (Zimmerman) and further in view of U.S. Pat. App. Pub. 2003/0177498 (Ellis); Claims 27 and 37 were rejected under 35 U.S.C. §103(a) as being unpatentable over Schlack in view of Zimmerman, Ellis and further in view of U.S. Pat. App. Pub. 2005/0015803 (Macrae); and Claims 28-31 and 38-41 were rejected under 35 U.S.C. §103(a) as being unpatentable over Schlack in view of Zimmerman, Ellis, Macrae and further in view of U.S. Pat. App. Pub. 2003/0212708 (Potrebic).

As to the rejections in view of Ellis, those rejections are respectfully traversed for the following reasons in view of amended Claim 22. The Office Action concedes that a combination of Schlack and Zimmerman fails to describe a viewing log information acquiring unit as defined in Claim 22. To remedy this deficiency, the Office Action proposes combining Schlack and Zimmerman with Ellis. The Office Action states Ellis describes a technique of displaying a user's purchase history, citing paragraph [0152] and Fig. 29. Further, the Office Action proposes combining the displaying of the purchase history of Ellis to enable the user to see recent purchases in order to establish a spending limit decision on pay-per-view events.

However, the proposed combination fails to describe “a viewing log information acquiring unit configured to acquire a viewing log, **the viewing log including** a log of a viewing of content and **a log of a purchase** of another content; [and] a content-associated information acquiring unit configured to **acquire content-associated information associated with each content included in the viewing log**, the content-associated information including attributes of each content in the viewing log,” as recited in amended Claim 22. Ellis does not describe acquiring content-associated information associated with a purchased content including attributes of a content in a purchase history, and Schlack and Zimmerman do not describe ranking attributes of content included in a purchase history.

Consequently, the proposed combination fails to describe “an added-value information generating unit configured to measure an appearance frequency of each attribute in the content-associated information and rank each attribute by the appearance frequency in the viewing log, and to generate added-value information, including a list of a predetermined number of attributes which are ranked highest in appearance frequency among the viewing of content and the purchase of another content; and a presentation-information transmitting unit configured to transmit the added-value information,” as recited in amended Claim 22.

Although directed at a different statutory class and/or varying in scope, amended Claim 32 recites features similar to those recited above in amended Claim 22 and is thus allowable over the cited references for substantially the same reasons as amended Claim 22. In particular, amended Claim 32 recites “acquiring a viewing log, **the viewing log including** a log of a viewing of content and **a log of a purchase of content**; [and] **acquiring content-associated information associated with each content included in the viewing log**, including attributes of each content in the viewing log.” As noted above, Ellis does not describe acquiring content-associated information associated with a purchased content

including attributes of a content in a purchase history, and Schlack and Zimmerman do not describe ranking attributes of content included a purchase history.

Consequently, the proposed combination also fails to describe “measuring an appearance frequency,” “generating added-value information,” and “outputting the added-value information,” as defined in amended Claim 32.

Moreover, amended dependent Claims 24 and 25 recite that said viewing log information acquiring unit is further configured to acquire a recording log of a recorded content from a recording device and aggregate the acquired recording log into the viewing log, including the log of a viewing of content and the log of a purchase of another content. The Office Action relies on Schlack to describe the information acquiring unit of Claims 24 and 25, but Schlack merely describes logging a viewing of content. Schlack fails to describe a recording log of a recorded content and the viewing log information acquiring unit defined in either of Claims 24 or 25. None of the other cited references overcome this deficiency. Amended dependent Claims 34 and 35, although directed at a different statutory class and varying in scope, recite similar features to that of Claims 24 and 25. Therefore, it is respectfully submitted that Claims 24-25 and 34-35 are further allowable over the cited references by virtue of this feature.

Regarding the rejection of Claims 27 and 37, the Office Action relies on Macrae and states that Macrae describes an info button which searches for additional information to display additional related information. However, it is respectfully submitted that Macrae fails to describe “a detail added-value information generating unit configured to search, in response to a selection of an attribute accepted by said input unit, for a content associated with the selected attribute, and to generate detail added-value information, including a list of content associated with the selected attribute,” as recited in amended Claim 27. None of the

other cited references overcome this deficiency. Although directed at a different statutory class and varying in scope, Claim 37 recites a substantially similar feature. Therefore, it is respectfully submitted that Claims 27 and 37 are allowable over the cited references.

Therefore, it is respectfully submitted the rejections under 35 U.S.C. §103 has been overcome and should be withdrawn. Consequently, in light of the above discussion and in view of the present amendment, the present application is believed to be in condition for allowance and an early and favorable action to that effect is respectfully requested.

Customer Number

22850

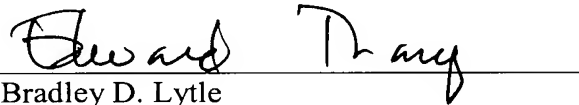
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(OSMMN 08/07)

Respectfully submitted,

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A handwritten signature in cursive script, appearing to read "Bradley D. Lytle", written over a horizontal line.

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